



Mutoscope's TRADE MARK Money- Makers

MUTOMATIC LIMITED
87 REGENT STREET
LONDON, W. 1., ENGLAND

European Representatives

COMPLETE ARCADES
ALL-ELECTRIC MUTOSCOPES
KIDDIE MUTOSCOPES
MUTOSCOPE REELS
STEREOSCOPIC MACHINES
STEREOSCOPIC VIEWS
GRANDMOTHER PREDICTIONS
ELECTRIC CRANES
BELL AND DIAL STRIKERS
WINDMILL MACHINES
MYSTIC MIRRORS
THE OLD MILL
JUGGLING CLOWN
FAMOUS SHOOTOSCOPE

BD011971_001

Mutoscope's Money-Makers pamphlet

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Model 150-P
All-Electric Mutoscope

INTERNATIONAL MUTOSCOPE REEL CO., INC.
445-57 WEST 31ST STREET, NEW YORK, N. Y.

Mutoscope's New Creation!
THE ALL-ELECTRIC MUTOSCOPE
*A wonderful New Profit-Builder for
Operators and Penny Arcades.*

For more than 35 years, hand operated Mutoscopes, coin in the slot moving picture machines have been "the backbone" of penny arcades. For many years operators have preferred Mutoscopes to any other machines because of their known pulling power for the repeating players. Now the makers of these recognized leaders offer a new Mutoscope—THE ALL-ELECTRIC type. This new model using the identical reels used in the hand operated machine plays for a nickle instead of a cent. Its new flash and snap competes successfully with the less expensive show and its profits are three to four times higher!

The new ALL-ELECTRIC Model comes in a beautiful new style of quartered oak cabinet, handsomely finished to give that essential air of class. Its mechanism, driven by a simple universal electric motor, operates from any 110 volt electric light socket and on either direct or alternating current (A. C. or D. C.). There are no buttons or gadgets to pull or press—one coin in the slot starts and stops the whole performance. The steady, even electric power assures smooth operation and creates the impression that the nickle show is longer.

This machine is especially adaptable to high class locations such as Hotel Lobbies, Railroad Stations, Clubs, Leading Penny Arcades and other excellent locations wherever people gather.

SPECIFICATIONS

Cabinet: Quarter sawed oak. Beautifully decorated. Modernistic design. Eye-piece, coin slot plate and other metal trimmings are chromium plated.

Display Frame: Large frame, clean cut finish. Will take display sign 11"x20" with plenty of room for double thickness glass in front of display card.

Motor: Universal type, will operate on D.C. or A.C. 110 volts. A sturdy reduction unit, specially designed, is connected with motor. Special motors to fit your current requirements can be supplied on order.

Rheostat: A special rheostat is embodied in the machine to permit the control of the reel to speed up or to slow up the picture.

Light: Ordinary house current; bulb lights up when coin is dropped and shuts off when reel is finished.

Coin: Can be arranged for any coin—when smaller diameter coin than the one for which slot is made is used it automatically is returned to player by dropping in a metal cup on the right side of machine.

Coin Register: A coin counter is permanently placed in the machine to show number of coins played.

Cash Box: A separate cash box securely locked in lower half of cabinet by a good cylinder lock.

Mechanism: All parts are interchangeable. Entire mechanism is mounted on a special panel, which may be entirely removed in two minutes.

Dimensions: 16" wide by 18" deep by 54" high (up to sign).

Shipping Weight: About 130 lbs.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
445-57 WEST 31ST STREET, NEW YORK, N. Y.

THRILLING MUTOSCOPE REELS

*Snappy Girls, Hair-Breadth Escapes, Comedy,
Scenes and Travel — Famous Players*

OVER 600 REELS

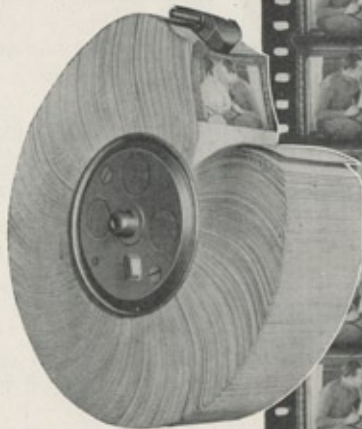
Because the great earning power of Mutoscopes depends largely on the unusually attractive line of reel subjects, we have been exceedingly particular about players and subjects for these reels. None other than attractive models, recognized stars and unusual comedians are shown. Among the many players are such popular stars as Reginald Denny, Charlie Chaplin, Wm. S. Hart, Sid Chaplin, Jack Dempsey, Douglas Fairbanks and others of renowned fame.

These reels are extremely attractive in every respect. The original pictures are taken with the same type of cameras and processes as are used for the big shows. The film is cut and edited with such great care that nothing but real, live action is shown. Mutoscope reels are not made of celluloid or any other hazardous material so they can be used with perfect safety everywhere.

Over 600 Reels For Your Choice

This company has taken hundreds of complete scenes at our own studios, has bought hundreds of thousands of feet of film of popular stars and has redeveloped these striking subjects into safe and sane Mutoscope Reels. Thus there is a choice of over 600 excellent subjects, all modern in their make-up and appeal.

Good subjects are constantly added to our extensive reel library. We will gladly send you a complete list of these many subjects.



Mutoscope reels are produced from actual motion picture reels but are redeveloped to be practically fire-proof and indestructible.

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SNAPPY STEREOSCOPIC VIEWS

Artistic Figure Studies — Naughty Girls and Snappy Figures
Expressions of Vim, Vigor and Beauty
Artistic and Colorful

This company's stereoscopic pictures are really works of art. They are reproductions of actual photographs skillfully developed and toned. The models are posed by expert photographers who appreciate the full value of figures in camera studies. The models themselves are specially chosen because of personalities and individual characteristics—they are the peppy, tempting, teasing type that bring repeat customers for each show.

Mechanically, the views are equally well done. Every detail is studied and developed to produce the highest quality views on the market. Furthermore, our plant is equipped with everything necessary to turn out masterpiece stereoscopic photographs at very attractive prices.

A complete set of views includes 15 double pictures ($3\frac{3}{8}$ " x 7", mounted on high class Falcon board, which will fit all standard makes of drop picture machines) and a strikingly colored display card 14" x 22" with a $7\frac{1}{2}$ " x $9\frac{1}{2}$ " hand colored enlargement of one of the photos of the set.

New subjects, both artistic Figure Studies, comics and other views suitable for children are constantly produced at our own New York Studios.

Ask us for a complete list of subjects.



The biggest dividends on anyone's money are always paid by new flash and snap in the attractions. Your choice of new machines, pictures and other supplies may raise this year's profits considerably. We are always ready to give you our expert advice based on 35 years in this business. Why not call on us when you believe your business should be better.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
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No. 157 Grandmother Predictions

INTERNATIONAL MUTOSCOPE REEL CO., INC.
445-57 WEST 31ST STREET, NEW YORK, N. Y.

A Great Success Mutoscope's GRANDMOTHER PREDICTIONS

*Recognized as the Leader in
Fortune Telling Machines*

Mutoscope's Grandmother Fortune Teller is the most colorful and attractive machine of its kind. It sparkles with quality and glistens with appeal. This machine, barring none, is the most life-like and interest catching one of its type. Men, women and children are captivated by the realness of the figure and the almost human manner in which the figure breathes, moves her head, points to the cards and *actually throws out a beautiful fortune booklet.*

The entire action of "Grandmother Predictions" is automatic. A small but powerful motor driving an unusually high grade mechanism operates the entire performance.

BRILLIANT FORTUNE CARDS

Mutoscope Fortune Cards are attractively printed on a double fold antique card stock. They have the "class" essential for a machine which operates at a nickel. The fortunes, have peppy sayings, mingled with the fun which makes these fortunes please. Card size is about 2 1/2" x 4" double booklet form.

Twenty-four different card readings, arranged consecutively, prevent duplication on repeat plays.

SPECIFICATIONS

Cabinet: Beautiful polished quarter sawed oak with clear plate glass windows on front and two sides. Well lighted, attractive display signs with flashing electric lights at top. Cabinet legs mounted on steel casters.

Mechanism: Thoroughly reliable automatic electric-motor-driven mechanism. Motor supplied is a universal type, good for either A.C. or D.C. 110 volts. Special motors installed on request.

Figure: Grandmother figure is of aluminum alloy substantially braced and reinforced. All mechanism concealed. Dressed with real hair wig and fine quality fabrics—very attractive.

Coins: Usually operates for five cent piece. Can be made for any coin size, or tokens. Coin counters furnished on request.

Lighting: Flashing lights operate on and off automatically in the colored glass sign compartment. Concealed lights illuminate the lifelike face and figure.

Cash Box: Enclosed cash box is securely locked by good cylinder lock in lower separate compartment.

Slug Ejector: These machines are regularly furnished with magnetic slug ejector.

Dimensions: 26" wide, 23" deep, 84" high.

Shipping Weight: About 375 lbs.



Mutoscope Fortune Cards are exceedingly attractive and have bright cheerful sayings.

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All machines described in this catalog are manufactured by the International Mutoscope Reel Co., Inc., of New York. Some patents have been granted and other patents are pending on various machines illustrated in this catalog. Infringers will be prosecuted to the fullest extent of the law.

"THE PENNY
ARCADE
HEADQUARTERS"

Members of N.A.A.P. and V.M.M.A.O.A.

Printed in U. S. A.

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